



## CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. [www.energystar.gov](http://www.energystar.gov)

# ENERGY STAR Qualified Dehumidifiers

## *How to Promote Products AND Energy Efficiency*

### What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy-efficiency. It identifies products in more than 40 different product categories that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy solution to energy supply and cost concerns.

**[Manufacturers to insert photo of their dehumidifier here]**



**(including model number)**

### What qualifies a dehumidifier for the ENERGY STAR?

Products that have earned the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (U.S. EPA) and the U.S. Department of Energy (U.S. DOE).

ENERGY STAR qualified dehumidifiers have more efficient refrigeration coils, compressors, and fans than do conventional models. By using **10% to 20% less energy than conventional models** to remove the same amount of moisture, they help consumers lower their energy bills.

Qualified units remove 1.20 to 1.85 liters of moisture per kilowatt-hour of energy, higher capacity units removing as much as 2.25 liters. Non-qualified units remove only 1.0 liter.

### Why sell ENERGY STAR qualified dehumidifiers?

They are **Quality Products**: Dehumidifiers that have earned the ENERGY STAR are tested to assure energy savings. Qualification does not interfere with product warranty requirements.

With **Non-Energy Benefits**: ENERGY STAR qualified dehumidifiers employ low speed fans, making them quieter than less efficient units. They also feature better moisture removal so rooms feel cooler in the summer and less damp in the winter.

That **Consumers Are Asking For**: More than 60 percent of consumers recognize ENERGY STAR as the symbol for energy-efficiency. Many of your retailers carry other ENERGY STAR qualified products.

*A 50-pint ENERGY STAR qualified dehumidifier can save consumers roughly \$20 per year or more than \$200 over the unit's 11-year life—enough to pay for the dehumidifier.*

## What ENERGY STAR opportunities can I tap into?

Americans want to protect the environment but are often unsure of where to start. With recent shortages in energy, they are looking for ways to cut their utility bills. ENERGY STAR qualified products help them do both!

**Retailer Support:** ENERGY STAR assists retailers with promoting qualified dehumidifiers in-store. With growing demand for energy efficiency products, retailers are looking to increase their inventories of qualified products.

**Utility Support:** Many utilities across the nation will offer rebate and incentive programs for ENERGY STAR qualified products, including dehumidifiers, in 2005. Sales associates should check with local utilities for these and other sales incentives or visit the ENERGY STAR Web site store locator and utility rebate finder at [www.energystar.gov/stores/storelocator.asp](http://www.energystar.gov/stores/storelocator.asp)

**In-Store Promotion:** Retailer promotional activities can improve your ENERGY STAR qualified dehumidifier's visibility and accessibility to consumers. Share these ideas with your retailer merchant/buyer:

- Place ENERGY STAR materials on all qualified display models

- Position stand up cards on qualified products. Consider using the ENERGY STAR mark to make the stand-up cards.
- Distribute window decals for display on retailers' windows.
- Use clings with campaign icons or the ENERGY STAR mark to highlight qualified products.
- Offer sales associate training on qualified **[insert brand]** products.
- Reach a broader audience by using selected marketing materials available in Spanish.

## Which **[Insert Brand]** models display the ENERGY STAR to date?

***[Manufacturers to insert their list of model numbers here]***

**[Manufacturers to insert photo of their dehumidifier here]**



**(including model number)]**